

SINGLE BOOTHS IN THE SHOW

The pictures below will give you some ideas on how to decorate a single booth. These photos were taken at various points throughout the Show, which is why you will see some people. The photos were chosen to depict the various ways exhibitors in a single booth at the Show created distinctive displays, using a variety of methods.

If you are considering exhibiting in the Show, take inspiration from these photos, and please keep in mind the importance of lighting your space, and prominently displaying your company name and booth number. Though there are overhead lights in the Javits Center, lighting your space is especially important, as your lights can be used to highlight specific products, light dark corners, and most importantly, help you look like you are "open for business." Displaying your booth number helps buyers find you at the Show. Your booth number is your street address at the Show. It indicates the aisle you are on, and helps buyers find you again if they need to come back. You will also promote your participation in the NSS using your booth number.

If you are an NSS buyer - enjoy this look back at just a few of the exhibitors of the 2009 Show!

[link](#)



First time exhibitor, link, owned by Tracey Selingo, was going for a modern booth theme to match the style of the cards, and the result was nothing short of amazing. That eye catching pink carpet is made of recycled tee-shirts and was bought from Overstock.com. The grey wall

coverings are grommeted curtains from West Elm. Tracey hung them using decorative shower curtain hooks from Target, the shower hooks had to be hand-bent to fit over the existing pipe and drape.

That beautiful sign was custom made by Sign Works and is laser etched acrylic with small colored LED lights in the cross piece. The three metal and glass topped tables were purchased years ago from Botz Furniture and were being used for display in Tracey's showroom before they were repurposed for her booth. The chic metal and plastic stools are from Uncommon Goods and were also purchased years ago and repurposed for NSS. The small grey storage boxes are file boxes from Crate&Barrel's CB2.

The most ingenious part of this 10'x 8' booth is the square and rectangular display units on which Tracey mounted her cards. They are poster frames from Michael's. In order to make them, Tracey first removed and discarded the acrylic fronts. She then wrapped the cardboard backing with metallic colored weed control fabric she got from the farm and landscaping store, Agway. Finally, the display units were hung with thin chains bought at The HomeDepot. The whole booth was lit by a single Parcan light (Note: Order by early deadline to get the best price) rented from the [Javits Center](#).

N-M Letters

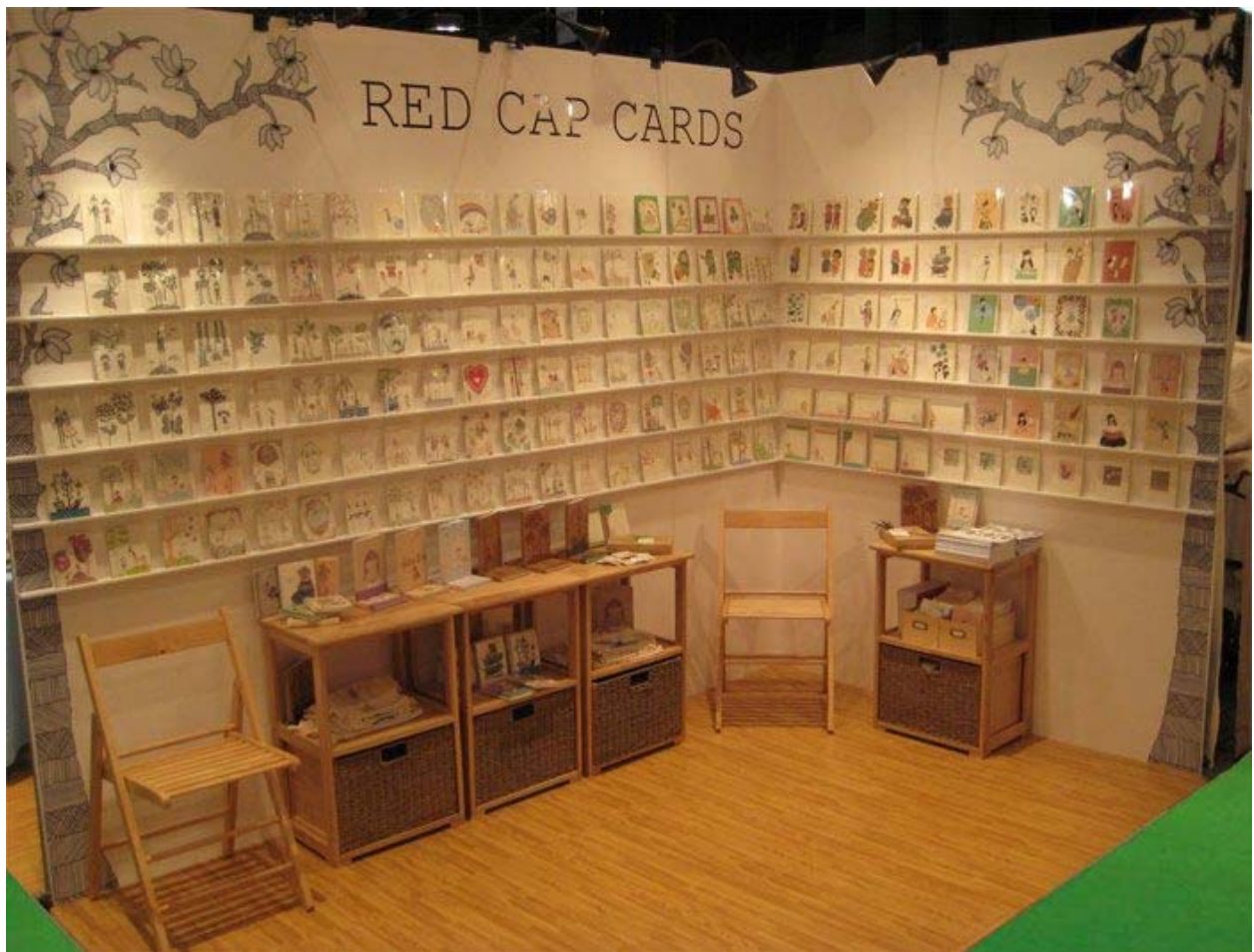


N-M Letters is a seasoned exhibitor in the Show and is an excellent example of a great, do-it-yourself booth. This 10' x 8' space is filled with decorations that can be made at home. The exhibitor, Judy Mintzer, said that all of the green and pink flowers (both on the walls and on

the flooring) were printed on her home computer, cut-out and laminated by hand and then affixed to either shaped foam core backing, or directly to the basic white foam-board flooring, which Judy purchased from Staples. The signs sprinkled throughout the booth were made in the same way. The drapes for the walls are white sheets bought at Bed Bath & Beyond, hand grommeted, and hung with "S" hooks, which can be obtained onsite at the Show, from the [Freeman](#) service desk are free to use during the Show.

N-M Letters cards are cleverly mounted on corrugated plastic (the same material that realtor lawn signs are made from) with the edges wrapped in green masking tape and hung with ribbon. The table is a simple plastic one with a table cloth covering. The decorative basket in the back right corner is a spray-painted bushel basket with glued-on silk flowers around the rim. The booth is lit with clip-on work lights that were purchased by the exhibitor from The HomeDepot.

[Red Cap Cards](#)



Red Cap Cards has been exhibiting in NSS since 2005. Their booth, a 10' x 6' on a corner, has developed over time. The walls are foam-board, supplied by [Manny Stone](#). Both of stylized trees as well as the letters of their company name are custom made wall stickers from J & J Imprints in California. Hal and Carrie of Red Cap applied the stickers to the wall themselves. The shelving is a simple, light weight, wooden trim which Hal purchased at the hardware store. Hal made these shelves himself and fitted them into shallow grooves in the foam core. The shelves were then secured to the walls with "a lot" of dry-wall screws.

Red Cap's floor is made of interlocking foam squares that Hal and Carrie bought off of the Internet years ago, and while they could not remember exactly which site they bought it from, they do remember just hunting around online until they found the best deal. Both the goose neck clip-on lights and the wooden chairs were found at IKEA, and the bamboo woven storage units were purchased from the Orchard Supply Warehouse (OSH). The small wall bracket from which they hung their company sign, also made by J & J Imprints, was picked up at a local hardware store.

Red Cap Cards comes from the West Coast and because they ship their booth back and forth for each show, it is important to them to keep it all lightweight. Hal said that this entire booth comes in at under 300 lbs.

[s.e. hagarman](#)

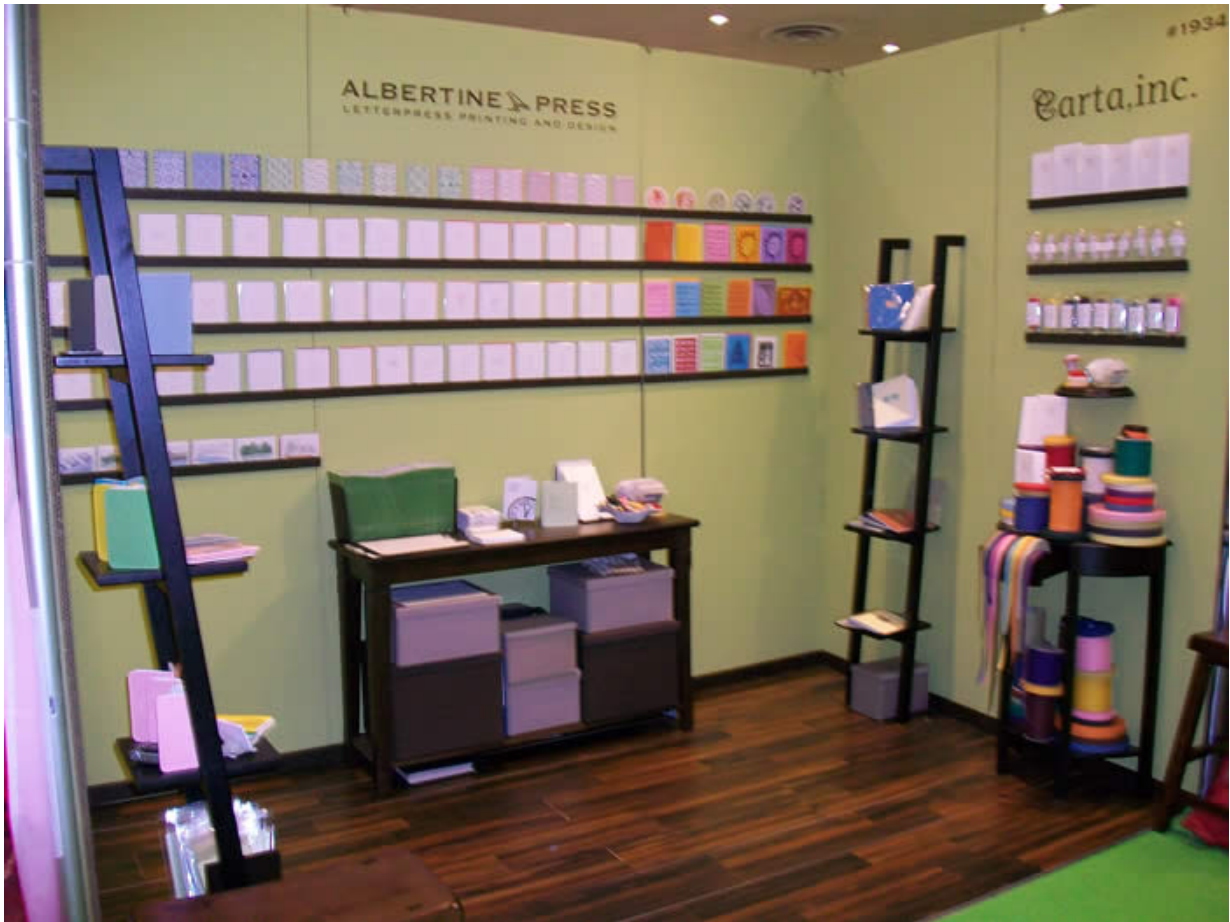


This pre-built, 10' x 10' booth, by first time exhibitor s.e. hagarman designs, was built at home by Stacey and Patrick Hagarman, disassembled and then re-assembled on-site. By the way, the entire design of the booth is a smaller version of the couple's dining room and those two brown chairs, bought years ago at Schott Furniture, are actually from the head of their dining room table. Patrick said that this was accomplished by attaching the major wall panels, made of plywood bought at a local hardware store and hand-painted at home, together with door hinges. Then it was only a matter of pushing the door hinge pin back in place and all of the walls were up. Patrick said that the flooring is a 10' x 8' jute carpet they bought at Lowes. Patrick and Stacey knew that, even though the carpet was two feet narrower than their booth, the side tables would cover the remainder of the bare floor.

The all of the molding was also picked-up at a local hardware store, hand-painted and screwed into each panel before being shipped to the Show. The three large panels on each wall of the booth are also large pieces of plywood painted at home and set to be quickly reattached with eyehooks on-site. Both of the wall lamps were purchased from a lighting store called the Light House and were screwed to the plywood rectangle at home. Patrick said that the company name is made of a resin material, laser cut by Calligraphy Kaleidoscope and attached to their plywood panel by the company.

The large frame, which beautifully shows-off one of the exhibitor's pieces, was bought at an antique store and refinished by Stacey, as was the bottom portion of the end table in the center of the booth. The glass top for the table was purchased from Pier 1. The long tables along each side of the booth are folding tables purchased from Wal-Mart and the slipcovers were made by a friend of theirs out of duck cloth. The small easels that are supporting the card boxes were also bought from Wal-Mart.

Albertine Press



This four-year exhibitor is another example of how great a home-made (mostly) and disposable (mostly) booth can turn out. The walls of the booth are foam board which the exhibitor, Shelley Barandes, hand-painted. The company name, booth number and line names are all vinyl peel-and-stick application special ordered from The Surface Store. The shelves holding the company's cards and product are hand-painted trim, bought from the hardware store and attached to the walls with double sided tape. Shelley also did a great job of prominently displaying her booth number. Remember, your booth number is your "address" at

the Show. Not only will it help new buyers find you on the Show floor, but it is an easy way for you to direct your current buyers to your location in you pre-show marketing letters or e-mails.

The small table, four-tiered shelving units and pink and brown storage boxes were all obtained at IKEA; as was the flooring which is a Laminate Quick Flooring that Shelley had specially cut and pieced together to fit her 10' x 6' booth. Finally, both the half-moon end table and small shelf above it were bought at Target. The small half-moon shelf was actually a wall sconce with a cast iron support piece. The exhibitors removed the cast iron support and just screwed the shelf piece to the wall.

[Dee&Lala](#)



This was Dee&Lala's second year in this 10' x 8' corner booth at NSS. Mable Lee and Christen Cutrona bought the walls of their booth from foam board distributor, Diversified Display Products. All of the decals in their booth, including their company name, the butterflies, and the concentric circle designs are vinyl. Mable and Christen designed and made them on their own with a vinyl cutter they purchased for this purpose. The individual cards in their booth are held in place with mini clothespins which they glued to the walls. The shelving in the booth is a 2" x 1" piece of wooden trim from the HomeDepot held in place with small brackets and screws.

The four white frames on the left side of their booth were purchased from IKEA and are screwed into the foam board. Mable and Christen said that they prefer to use washers on each

side of the screw to keep the foam board from ripping and fraying. Their lighting was also purchased at IKEA and came in 3-packs. The table and chairs are from IKEA and the three red boxes are decorative storage boxes, also from IKEA.

Their flooring is made up of polyester and wool interlocking tiles with rubber bases. The tiles were purchased from Flor and can be quickly assembled onsite.

This is an example of an exhibitor using just the white pipe & drape provided by the Show.



Extras ordered by the exhibitor are the draped table and the gray carpet. The company showed their artwork on two big banners on either side of the table, and then had the card samples lined up on the table.

This kind of booth display, frankly, will not attract buyers to the booth. The banners do not show the quality of the cards, and there are not enough actual cards displayed that would entice a busy buyer to stop. Also, everything is at the edge of the booth. One of the goals of booth design should be to attract a buyer into the booth. Just like you'd walk into that buyer's store, you'd want him or her to come into your space. This booth is set up in a way that allows buyers to pass right on by. The company name is not visible, nor is the booth number.

This exhibitor will not be returning to the Show.

The buyers at this Show have so much to see, and want to be dazzled. We can't say it enough: a great booth display is very important at the National Stationery Show. Companies

who use their space in this manner typically do not return to the Show, and we don't want that to happen to anyone! You must be prepared to exhibit – in all senses of preparedness.

Click on the link below to view numerous foamboard displays at NSS 2009. These images depict numerous booths, all of which [Manny Stone Decorators](#) designed and installed. Manny Stone specializes in foamboard installations of all colors and booth sizes. See the exhibitor service manual for complete contact information.

We hope this area provided you with great ideas for your own booth display at the 2010 National Stationery Show, or if you are a buyer, reminded you of the creativity of the exhibitors in the NSS.

See you in May!